

## An Historical Week

Mr. Fauber delivers the 4th quarter earnings, up 8.6% and as the DMs listen, home office executives view Mr. Fauber's address via a closed circuit projection TV ... Southern Region captures the United Way Chairman's Trophy for best overall campaign results ... DMs get a look at the much publicized and successful Designer Depot in St. Clair Shores ... All DMs are commended for their above average performance for 1982.

Monday and Tuesday were the big days. Mr. Fauber confirmed in his address to the DMs that "1983 is the year during which we will reap the benefits from the tremendous effort put into making stores more pleasant, inviting and productive shopping facilities, offering a strong assortment of basics, new and advertised merchandise by a friendly, helpful organization.

Following J.L. Moser, Director of Advertising and Sales Promotion gave an exciting presentation on K mart's advertising program for the 80s, which marked the introduction of a new Sunday ad program. This will involve a new four color advertising piece, which will hit the Sunday ad market June 5, strengthening K mart's first of the week advertising program while maintaining the aggressive mid-week program.

Starting clockwise, on the first day of their arrival, DMs are greeted by KIH executives including Vice President and Treasurer Helen C. Laffer. Chef Tel, center, from TV's PM Magazine drops by during the week to speak with some of the DMs. A display set up just outside the auditorium where the DMs

met, Glen R. Mielke, Director of Store Operations, delivers his address and another display opening up during the DM's coffee break.



The second day of the conference. And this is one not to forget. Starting at 7 a.m., DMs board buses enroute to K mart 4468, Rochester, Michigan to view the home and domestics centers. Also on today's itinerary is K mart 3327, Sterling Heights to witness the introduction of Kitchen Komer, K mart 3511, Roseville to see the electronic center and the first Designer Depot in St. Clair Shores. What was their overall comment? "I can't wait to see these in my district!"

By 5:30 p.m., the DMs return to KIH where later that evening they will attend the President's Dinner.

"The economy is improving. We fully expect this trend to continue throughout 1983. A stronger economy, along with an improved overall K mart operation, should enable us to produce spectacular results. I'm fully confident we will do just that." — Board Chairman B.M. Fauber, 1983 District Managers Conference.



Now that K mart's strategy is outlined, the ad campaign for the 80s positioned, it is time to meet with the buyers and check out the new displays. At the end of today, a two hour face to face meeting takes place between the DMs and top level management.

### DMs

K mart Enterprises opens this morning with M.G. Parsons, President. Following will be more buyer displays, films including "Inter Purchase Order Receiving System," lunch, with more buyer displays and presentations ending the day.

### DM

Regional meetings are the first on the agenda of this final day of the conference. Mr. Fauber, just before lunch, says a few comments and later more regional meetings will take place at each region's discretion.

